

# MEMBERSHIP GUIDE

Gain a competitive edge as an active, informed professional in the travel industry.

**The Address, 10th Floor,  
Muthangari Drive, Off Waiyaki Way, Westlands  
P.O Box 10290 – 00100,  
Nairobi, Kenya.**

# MEMBERSHIP GUIDE

— TRAVEL AGENTS



## ABOUT US

The Kenya Association of Travel Agents is the national umbrella body for Travel Agents in Kenya, with a growing membership of over 240 Travel Agencies, and is Kenya's largest and only membership organization for travel agents. KATA transitioned from a society to a company limited by guarantee in September 2018, providing more space for growth and defending the travel trade. KATA is a member of the Universal Federation of Travel Agents' Association (UFTAA), which represents 84 countries. It also hosts the Secretariat of the Association of Eastern and Southern African Travel Agents (AESATA).



## OUR MANDATE

**Represent** - represent members in local and international spaces.

**Influence** - lobbying for favourable policies on behalf of members.

**Defend** - protect travel trade through advocacy and enforcing code of ethics and standards.

**Empower** - members and association through institutional capacity building.

**Socialize** - networking and building partnerships with local and international organizations.

## VISION

To be the leading authority on Travel Trade in Kenya

## MISSION

To champion and sustain growth of Travel Industry in Kenya.

## OUR CORE VALUES

**Excellence:** we strive to be the best in everything we do. Exceeding expectations for continual improvement

**Professionalism:** we adhere to work ethics, respect and consideration for others.

**Integrity:** we are committed to principles of trustworthiness, honesty and reliability in order to build the credibility of the Association and its members.

**Care:** we adhere to reasonable due diligence in conduct of business on behalf of members.

**Unity:** we foster the spirit of working together and collaborating for greater achievements.

THANK YOU FOR YOUR INFORMATION

## MEMBERSHIP

Membership to KATA is open to all Travel agents operating in Kenya, Academic institutions training students in Travel & Tourism and Corporate organisations that provide services to travel agents.

## MEMBERSHIP CATEGORIES

Membership is divided into the following four categories:

### Ordinary Member

This is open to any Travel Agent licensed by the relevant Kenyan Government body to provide comprehensive travel services and accredited by IATA. The Travel Agent must have been in operation for at least two (2) years to qualify for membership.

#### Requirements

- Valid IATA Certificate.
- CR12
- TRA Travel Agency License
- Single Business Permit – Business License.
- Company Registration Certificate.
- KRA Pin Certificate
- Full set of audited accounts for the past 2 years
- Copy of ID / Passport of the Directors & work permits should also be included for foreign nationals.

### Allied Member

This is open to Travel Agents licensed by the relevant Kenyan Government body to provide comprehensive Travel services but are **NOT** accredited by IATA. The Travel Agent must have been in operation for at least one (1) year to qualify for membership.

#### Requirements

- TRA Travel Agency License.
- CR12
- Single Business permit – Business License.
- KRA Pin Certificate and or Tax Compliance Certificate.
- Company Registration Certificate.
- Full set of Audited Accounts for past one year.
- Copy of ID / Passport of the Directors. Work permits should also be included for foreign nationals.
- Recommendation by one IATA Accredited KATA member.

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## FEES

The following fees shall be payable to the Association prior to the full admission to membership.

- A non-refundable application fee of **Ksh. 5,000/=**
- One time joining fee of **Ksh. 35,000/=** for travel agents
- Applicable annual membership subscription fees
- Allied member annual membership subscription fee **Ksh.33,825/=**
- Ordinary member annual membership subscription fee (as per category listed on the application form)

## PAYMENT DETAILS

### **Bank Details:**

NAME OF BANK: I & M BANK LIMITED

NAME OF ACCOUNT: KENYA ASSOCIATION OF TRAVEL AGENTS (KATA) COMPANY LIMITED

ACCOUNT NUMBER (**KSH**) 00101921741450

ACCOUNT NUMBER (**USD**) 00101921741250

ACCOUNT TYPE: CURRENT ACCOUNT

CURRENCY: KES/USD

BRANCH: KENYATTA AVENUE BRANCH

SWIFT CODE: IMBLKENA

BRANCH CODE: 001

BANK CODE: 057

### **MPESA Details**

BUSINESS NUMBER: 542542

ACCOUNT NUMBER: 00101921741450

**Cash payment shall not be accepted.**

THANK YOU FOR YOUR INFORMATION

# MEMBERSHIP FORM

— TRAVEL AGENTS



## REGISTRATION FORM

Name of Company (hereafter referred to as "the Applicant")

Date of Application:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
D	D	M	M	Y	Y	Y	Y

Membership Type :  Ordinary (IATA)  Allied (Non-IATA)

Applicants Trade Name :

Type of Establishment:  Public  Private  Limited Liability  Sole Proprietorship  Partnership

Company Registration number:

## COMPANY DETAILS

P.O. Box :

City :  Postal Code :

Physical Address:

Tel (Office) :  Mobile 1 :

Tel (Office) :  Mobile 2 :

E-Mail

Website :

List of Branches:

THANK YOU FOR YOUR INFORMATION

# MEMBERSHIP FORM

— TRAVEL AGENTS



Registration & Licensing Details:

Applicant's Registration  
Number

Registration Date:

Applicant's TRA  
Travel Agency  
License Number:

## SHAREHOLDING, DIRECTORSHIP & MANAGEMENT

### Shareholding Details

Name	Nationality	% of shares

### Director Details

No	Name	Nationality

### Senior Management Details

Position	Name	Email Address	Nationality
CEO/MD			
Finance Officer			
Travel Manager			
Other (Specify)			

(Please Note: If any of the persons named above has any direct or indirect interest in another travel agency, airline, etc. details of such interest must also be stated)

THANK YOU FOR YOUR INFORMATION

# MEMBERSHIP FORM

— TRAVEL AGENTS



Is the Applicant a member of a Travel Group? :  Yes  No

If yes, please give details:

Which Global Distribution System does your agency use? (IATA Agents)

Amadeus  Travelport  Sabre

## DIRECTORS PROFESSIONAL CONDUCT

Has any Shareholder/Director/Senior Management team previously;

a) Been dismissed from employment/a position of trust due to improper conduct?

Yes  No

b) Been convicted of an offence involving dishonesty?

Yes  No

c) Been involved in a business as a Shareholder/Director/Senior Manager that has been forced in to liquidity?

Yes  No

*(If the answer is **YES** to any of the above, full details must be attached with the application giving full particulars)*

**More Information :**

Is there any other information you wish to share in this application that may not already have been stated?

  
  
  

## DECLARATION

I,  being duly authorized to make application on behalf of the above-named applicant, hereby declare that the answers given above, and on any annexures or any supporting documentation are true and correct in all aspects. I also confirm that the applicant agrees to abide by the requirements of the KATA Code of Conduct and the KATA Constitution. I certify that the information provided is true to the best of my knowledge.

Applicant's Name :

Designation :

Date:

  
  
  
  
  
  
  

D D M M Y Y Y Y

Signature and Stamp

THANK YOU FOR YOUR INFORMATION

# MEMBERSHIP FORM

— TRAVEL AGENTS -  
CATEGORIZATION FORM



## ANNEXTURE 1

**MEMBERSHIP CATEGORIZATION AND APPLICABLE ANNUAL SUBSCRIPTIONS** *(Please tick on your membership category as per your gross turnover)*

Membership Type	Category	Annual Subscription Fees	Tick
Ordinary Members - IATA Accredited	Category A (Gross ticket sales over KES. 1.2 billion)	KES. 102,500/=	
	Category B (Gross ticket sales KES.901 million-1.2 billion)	KES. 85,075/=	
	Category C (Gross ticket sales KES.601 million-900 million)	KES. 67,650/=	
	Category D (Gross ticket sales KES.301 million-600 million)	KES. 51,250/=	
	Category E (Gross ticket sales below KES. 301 million)	KES. 33,825/=	
Allied Members - Non IATA		KES. 33,825/=	
Academic Partners		KES. 33,825/=	
Corporate Partners		KES. 250,000/=	

### Declaration :

I certify that the information provided is true to the best of my knowledge. *(Must be completed by the Managing Director/Senior Manager)*

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Date:          
D D M M Y Y Y Y

\_\_\_\_\_  
Signature and Company  
Stamp

THANK YOU FOR YOUR INFORMATION



# MEMBERSHIP FORM

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## ANNEXTURE 2 *To be completed by Allied Member (Non-IATA)*

### ANNEXURE A – RECOMMENDATION BY IATA ACCREDITED KATA MEMBER

- *One recommendation is required*
- *Recommender must be either the CEO/MD or Owner/Founder of the travel agency*

Name of Applicant:

Member Travel Agency Name:

Name of Recommender:

Designation of Recommender:

Relationship to the applicant:

How long have you known the applicant?

#### Declaration :

I,  hereby recommend the above named company for membership at the Kenya Association of Travel Agents.

Date:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
D	D	M	M	Y	Y	Y	Y

\_\_\_\_\_  
Signature and Stamp

THANK YOU FOR YOUR INFORMATION

## MEMBERSHIP BENEFITS

1. Promotion and protection of the interests of KATA and its members.
2. Communicating the concerns of members and to lobby government, public and private sector for actions.
3. Acting on behalf of members in discussions and negotiations on industry specific issues.
4. Continuously review and appraise the needs of Members so as to provide them with meaningful services and benefits.
5. Promotion of the highest code of ethical and professional Standards of members in their dealings with consumers and each other.
6. Facilitation of access to innovative and Industry driven financial and risk management services.
7. Facilitation of access to training, information and promotional materials for members in a way that promotes their effective participation in the Industry.
8. Networking with other bodies or organizations with similar business at both national and international level, and to leverage the relationships arising out of these alignments for the benefit of its members.
9. Continuously creating awareness of the KATA brand and value.
10. Providing a platform to discuss individual challenges related to the industry.
11. Providing information of new products, services and technology in the Industry.
12. Providing exposure to the members through the Travel Guide and Website.
13. Providing an amicable dispute resolution platform for all.
14. Providing guidance and assistance when dealing with IATA related issues.
15. Free listing in the travel guide and website.
16. Members are subjected to monthly newsletter with industry news.
17. Members receive regular circulars with industry updates and information.
18. Members are eligible to access tenders which require KATA membership.
19. Right to serve and vote for Executive Committee, and service on subcommittee (IATA agents only).

## KATA CODE OF ETHICS AND PROFESSIONAL STANDARDS

### RELATIONS BETWEEN KATA MEMBERS AND THE CONSUMER

When dealing with the public, it is the duty of KATA members to:

1. Train and inform staff on all phases of travel which they offer to the public in order to provide the highest professional service and secure the most appropriate available travel services;
2. Make every effort to ensure that accurate information is provided to enable their clients to exercise an informed judgment in making their choice of travel services;
3. Ensure that their Clients are aware of booking and other published conditions, including Agents' terms of business, applicable to their Travel Arrangements before any booking is made and that all Clients have access to a set of booking conditions in written or other appropriate form
4. Disclose in advance and in writing the existence of service/management fees to be paid by the client and apply at least the minimum recommended fee which will be revised by KATA on an annual basis and based on the prevailing market conditions
5. Consider every transaction with a client to be strictly confidential unless the client specifically authorizes disclosure;
6. Advise clients of the necessary passport, visa and health requirements for the journey to be undertaken.
7. Refrain from discussing the business practices of another member, transaction or service, and render any opinion with strict professional integrity and courtesy;
8. Refrain from carrying on business under a name and style or in a fashion that is intended to, is likely to, or in fact does confuse the public or the industry as to the identity, association, affiliation, or qualities of another member.
9. KATA members should use advertising materials to acquaint the public of the advantages to be gained through the use of a KATA Member. Every effort shall be made to inform the public that the KATA Members Logo is a hallmark of dependable and honorable travel service
10. In the event of a dispute between a client and a member of KATA, every effort should be made to settle the matter amicably and as quickly as possible.

### RELATIONS WITH CARRIERS AND OTHER PRINCIPALS

1. The KATA members shall, at all times, follow the best practices of marketing, ethics and fair dealing by presenting all carriers, hotels and other agencies which they represent in a fair and impartial manner to prospective clients.
2. KATA members shall make themselves thoroughly conversant with tariff rules, regulations and changes in procedure introduced by their principals and the appropriate regulatory bodies.
  - a. KATA members shall not attempt to improperly influence their principals or other organizations for the purpose of securing preferential considerations in the assignment of booking with his status in the trade and in society.
  - b. A KATA member must discourage receiving and/or offering any personal favors in the conduct of his profession, in keeping with his status in the trade and in society.
3. KATA member shall not make any false, deceptive or misleading statements when called on to give an opinion of a Principal's service to a client or any other interested party.
4. In the event of a complaint or grievance by a client against any Principal, the KATA member shall give the Principal an opportunity to make a full investigation before any further action on his part

## RELATIONS WITH FELLOW MEMBERS AND OTHER TRAVEL AGENTS

1. The KATA member shall conduct his business so as to avoid controversies with his fellow Travel agents. In the event of a controversy between KATA members, the matter should be settled by mutual discussions, failing which it should be brought to the notice of the Chairperson of the Legal, Ethics and disciplinary Sub Committee for settlement before any direct course of action is resorted to by the parties.
2. The KATA member shall not denigrate the business dealing of another KATA member and shall not volunteer any negative opinions thereon. If his opinion is sought, it should be given with strict professional integrity and courtesy.
3. If any infringement of this Code is alleged against a Member, the facts shall be reported to Chairperson of the Legal, Ethics and disciplinary Sub Committee in writing.
4. The KATA members shall secure a mandatory No Objection Certificate or a relieving letter from the previous employer of any person the former is planning to employ (within the probation period), particularly if the previous employer is a KATA member. The latter will help the former in recovering dues, if any, from such an employee where concrete evidence is provided. Such a letter shall not be unreasonably withheld.
5. If a KATA member happens to take any account previously serviced / handled by another KATA member, the member shall make all efforts to assist the previous member in recovering dues and clearing accounts.
6. The KATA member shall circulate the names of defaulters in his client list strictly as per the mode and format specified by KATA, sufficiently in advance, to save other KATA members from any risk of business loss.
7. The KATA member shall endeavor to participate regularly in KATA meetings, and shall contribute to the best of his ability in promoting the interests of the Association.
8. The proceedings of all meetings and communication of KATA should be kept confidential and decisions taken shall not be disclosed, in part or full, to anyone not belonging to the Association

## KATA CODE OF STANDARDS

All KATA members are required to;

1. Comply with all relevant statutory and regulatory requirements, and hold all valid licenses, clearance certificates as required. The same must be sent to the Secretariat upon renewal of annual subscription
2. KATA members must maintain a properly equipped booking office with qualified and experienced staff.
3. Comply in all respects with the KATA Code of Ethics and Standards.

## DECLARATION

*This section must be completed by the MD/CEO/GM/Owner of the establishment.*

**I hereby confirm that I have read and understood the KATA code of ethics and professional standards and confirm that I agree to abide by its requirements.**

Company Name : \_\_\_\_\_

MD/CEO/GM/Owner Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Date:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
D	D	M	M	Y	Y	Y	Y

Signature and Stamp